



WORLD HEPATITIS DAY

observation

2019

Looking back to focus forward

World Hepatitis day

- World Hepatitis Day (WHD) takes places every year on **28 July** bringing the world together under themes
- to raise awareness of the **global burden of viral hepatitis**
- to influence real **change**.



Liver Foundation, West Bengal and World Hepatitis day

- An organization that aspires to take science to the society with a focus on Liver health.
- Started observing World Hepatitis Day from **2011**.
- Range of activities that
 - aim to **eradicate taboos** related to viral Hepatitis.
 - bring Hepatitis control & prevention in mainstream conversation.



LIVER FOUNDATION WEST BENGAL

WORLD HEPATITIS DAY – PAST ACTIVITIES



2011



FOCUS

- People with viral Hepatitis infection do not disclose their status in fear of being ostracized.
- Liver Foundation came up with **online Hepatitis patient registry**, to encourage Hepatitis patients to come out from the closet.





SL	Name	Date of Birth	Type	Phone No	Date of Registration	DOB	Status
21	KAMAL LATA DASAL	54	Registration - 0	9433075221	-		X
18	Pradip Kumar	28	Registration - 0	9885558887	-		X
18	ELLEN RAY	22	Registration - 0	9433282202	-		X
17	adish kumar gajra	55	Registration - 0	9433259492	-		X
16	Debabrata Dey	46 Years	Registration - 0	9873281131	-		X
15	Highy sanyal	51	Registration - 0	9861743408	-		X
14	Rahul Das	35 years	Registration - 0	931 9835632228	-		X
13	Bhuvanank Baner	45	Registration - 0	989324481	-		X
12	Santanu Kundu	28	Registration - 0	9895227271	-		X
11	Rashid Rabbir	48 yrs	Registration - 0	9833238771	-		X
10	anvitasaha p	45	Registration - 0	921993309	-		X
9	Asit Chakrabarty	51	Registration - 0	9433282202	-		X
8	SAMI Ghosh	34	Registration - 0	9513489396	-		X
7	Santanu Majumdar	51	Registration - 0	922289476	-		X
6	Prabir Chakrabarty	48	Registration - 0	9221775511	-		X

Current status of the patient registry and its look



Newspaper report on patient registry

2012



হেপাটাইটিস মুক্ত পৃথিবীর লক্ষ্যে সামিল হোন
বিশ্ব হেপাটাইটিস দিবস ২৮শে জুলাই

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ইন্ডিয়ান ইনস্টিটিউট অফ লিভার এন্ড ডাইজেস্টিভ সায়েন্সেস

কলকাতা পুলিশ



লিভার ফাউন্ডেশন, পশ্চিমবঙ্গ

FOCUS

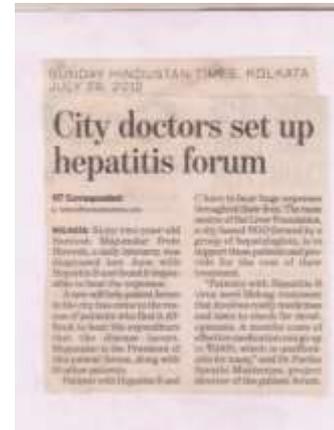
- With the response to patient registry, the need to raise patient's voice through a united platform was realized.
- **Hepatitis patient Forum** was launched to bring HBV and HCV patients on a platform for their better quality of life through
 - hepatitis advocacy,
 - patient networking
 - medical care at affordable cost



Event moments



News coverage



2013



হেপাটাইটিস মুক্ত পৃথিবীর লক্ষ্যে সামিল হোন
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FOCUS

- LFWB introduced a new initiative for the Self Help Group, Hepatitis Patient's Forum members.
- **“Art Therapy”** through inauguration of clay modeling classes by Dr. Mohiuddin Ahmed, to
 - motivate,
 - empower and
 - counselthe patients towards a better quality of life.



Event moments



News coverage



FOCUS

- Liver Foundation West Bengal (LFWB) undertook initiative of **World Hepatitis Alliance** and spread the message –
*“see no evil
hear no evil
speak no evil”*

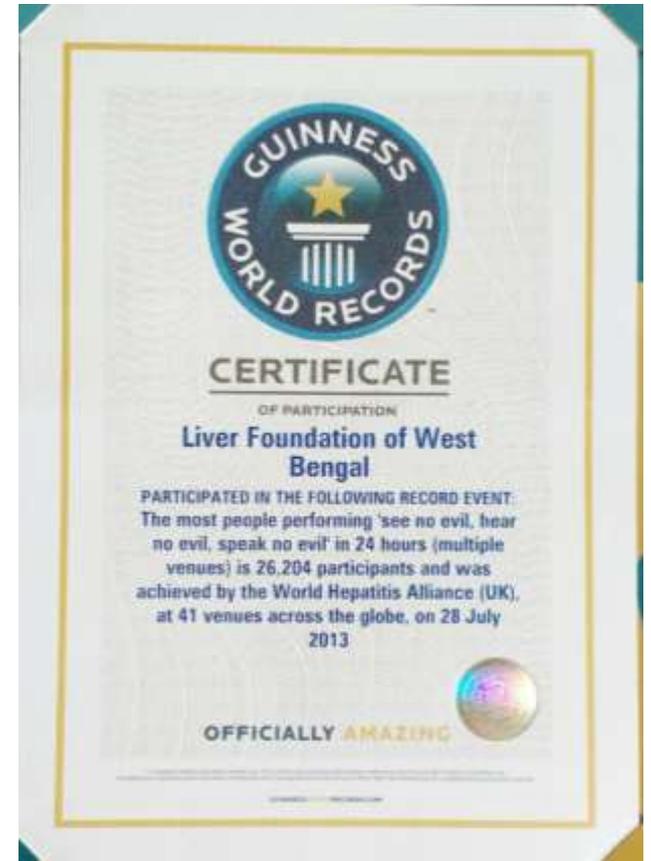
This event was carried out in the peripheral centers of LFWB at the same time leading to a successful world record of 26,204 individuals all across the globe participating in the action.



Event moments



Acknowledgement



2014



হেপাটাইটিস মুক্ত পৃথিবীর লক্ষ্যে সামিল হোন
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FOCUS

- LFWB sensed a **lack of awareness** in the general population that was **hurting** the entire scenario of **mainstreaming hepatitis patients**.

Pledge-Instrument

- A special one-of-a-kind pledge instrument, was designed for this program for people to helping in creating a Hepatitis free world by acquiring knowledge about Hepatitis and spreading that across to the society.



Event moments



News coverage



2015



FOCUS

- Indian, as well as, West Bengal communities are collection of various **ethno-lingual groups**.
- Thus **to raise awareness** in the entire community, all ethno-lingual groups should be mobilized.
- In this perspective

UNITE in DIVERSITY
initiative was undertaken



Event moments



News coverage



2016



হেপাটাইটিস মুক্ত পৃথিবীর লক্ষ্যে সামিল হোন
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লিভার ফাউন্ডেশন, পশ্চিমবঙ্গ

FOCUS

NOhep

A global movement to eliminate viral hepatitis by 2030.

Liver Foundation West Bengal joined the NOhep movement and it pledged to work on that vision.

***Chain launch of No Hep initiatives
from villages to towns
from towns to metropolis***



Event moments



Kolkata



Kolkata



Suri, Birbhum



Suri, Birbhum



Shyampur, Purulia



Shyampur, Purulia

News coverage



17 August 2016 Times of India



Hep hour



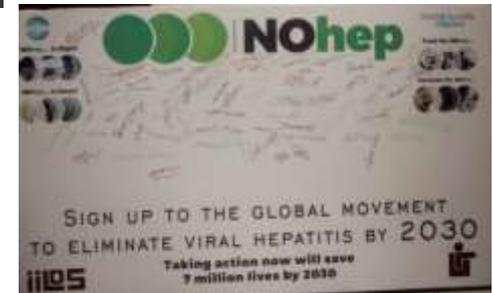
Print media campaign



#showyourface



Signature campaign



2017



হেপাটাইটিস মুক্ত পৃথিবীর লক্ষ্যে সামিল হোন
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ইতিমধ্যে ইনস্টিটিউট অফ লিভার এন্ড ডাইজেস্টিভ সায়েন্সেস

কলকাতা পুলিশ



লিভার ফাউন্ডেশন, পশ্চিমবঙ্গ

FOCUS

- NOhep at multiple level
- Liver Foundation West Bengal realized to reach the goal a single day initiative might come short. It launched multiple initiatives.
 - **Hep Hour**
 - **Monthly print media advocacy campaign**
 - **#showyourface - Tahader Kotha**
 - **Signature campaign**



2018



FOCUS

NOhep

- In addition to patient mainstreaming and society mobilization, LFWB realized **Test. Treat. Hepatitis** will be crucial.
- Under WHA theme of *Finding The Missing Million* it started “*Reaching the Unreachable*” initiative.



News coverage

Sitarampur Village, Ajudhya Hill, Purulia



Find The Missing Millions. EXAMPLES FROM AROUND THE WORLD

Through the Find the Missing Millions campaign, we are highlighting best practice and innovations in screening and testing so that other organisations can learn and develop their national activities. Each month we profile a successful diagnosis initiative in hepVoice. This month, we are highlighting the efforts of WHA Member the Liver Foundation of West Bengal.

Reaching the Unreachable in West Bengal

By Dr. Partha Sarathi Mukherjee, Program Director, The Liver Foundation of West Bengal

"On World Hepatitis Day 2018, together with partners, the Liver Foundation of West Bengal launched the "Reaching the Unreachable" project with the aim of finding people unaware of their hepatitis diagnosis in West Bengal.

Of the 325 million people living with viral hepatitis globally, upward of 290 million (that's 9 in 10) are living with hepatitis B or hepatitis C without knowing. Unless there is a massive scale-up in screening, diagnosis and linkage to care, more people will become infected and lives will continue to be lost.

In India, 68% of the population live in rural areas, for many people health services can be hard to reach. The rural population of India is greatly impacted by viral hepatitis and to ensure we find all of the estimated 52 million people living with hepatitis B or hepatitis

C in India it is crucial that no one is left behind, even those that are hardest to reach.

In Sitarampur, a very remote village 7-8 km away from Ajudhya hill top of Purulia district, we implemented the "Reaching the Unreachable" programme. We screened 459 people for hepatitis B and hepatitis C over three days, including 44 primary health care practitioners who work with the community. The village has a total population of 500, so we managed to see the majority of the population.

Alongside the vaccination and testing drive we also ensured the residents of the village were made aware of viral hepatitis so that they could pass on their knowledge to more people. We also achieved some media coverage from the event, further raising awareness of hepatitis."

"It is crucial that no one is left behind, even those that are hardest to reach."



ImageVoice November 2018 15



2019



FOCUS Vital Statistics 28-29-30

- Multimodal awareness creation.
- Engaging stakeholders like students, government, celebrities, etc.



2020



Focus

- In 2020, due to the COVID-19 pandemic LFWB designed alternate digital and social media based interaction and awareness campaigns to overcome the obstacles and still raise the awareness regarding viral hepatitis among general public.
- This year our theme is

“Viral Hepatitis elimination during the times of COVID-19 pandemic.”



Viral Hepatitis elimination during the times of COVID-19 pandemic.”



- Online multiple events involving people living with viral hepatitis, student communities of schools and colleges, rural healthcare providers.
- Partnership with National Viral Hepatitis Control Program (NVHCP).
- Online slogan and banner completion for viral hepatitis awareness.



2021



Focus

Create programmes which will take viral hepatitis awareness, screening and hepatitis –B vaccination to the doorsteps in West Bengal under National Viral Hepatitis Control Programme.

Hep Can't Wait



Hep Can't Wait

Continued print media campaign on hepatitis awareness messages published between July, 2020 -July, 2021



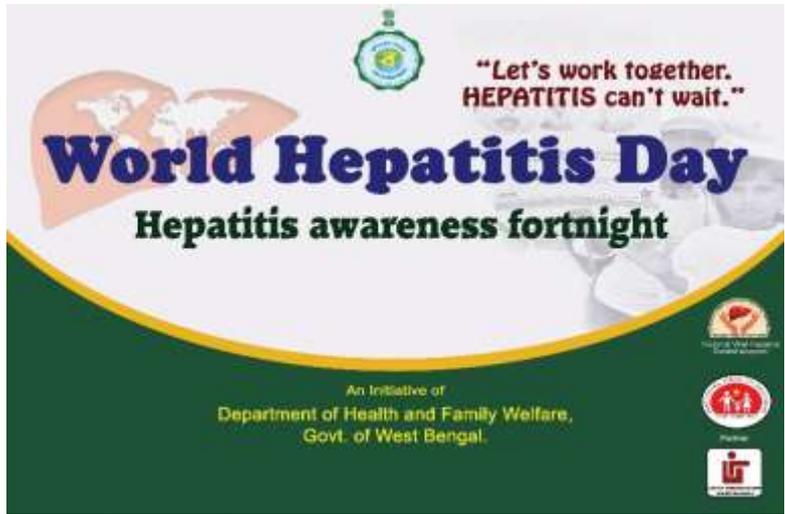
2022



Focus

- Continue the awareness initiatives and involve all the sectors of the society.
- A fortnight long initiative that involved, students of school, college and technical education, as well as the members of the press, healthcare, business, performing art, theater community.







 "Let's work together.
 HEPATITIS can't wait."
World Hepatitis Day
 Hepatitis awareness fortnight
 An Initiative of
 Department of Health and Family Welfare,
 Govt. of West Bengal.












 THURSDAY, JULY
 2022
20
 WORLD
 HEPATITIS DAY
 WWW.STEPS4LIVER.IN

